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> From: Robinson, Yvette J.
> Sent: Thursday, March 25, 1999 11:29 AM
> To: Schwartz, Linda H.
> Cc: Berner, Vicki A.; Nayar, Sarosh;
Fontanez, Jose R.;
> Anderson, Shalena; 'kkane@emi-chicago.com'
> Subject: FW: Marlboro Miles For Admission
- Name Generation
> Cards, BRE's
>
> Linda: We need to order the following for the
Marlboro Miles For
> Admission Program:
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> Event coded BRE's - 1 per event (there will be
126 nights/shows)
> Survey cards - 4 pads per event (50/pad)

> Event card count sheet - 1/event (we can either
 create new sheets
 > or write Marlboro Miles For Admission on the existing
 Marlboro Bar > Program sheets.)

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 > Program Summary
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 > Total Shows 126
 > Shows Per Market: 6-8
 > Venues Per Market: 3-4
 > Club/Venues: Music/Rock

venues with a capacity
 > between 400-600
 > Timeframe: Mid

June-1st week in
 > November
 > Pre-Promotion:
 Retail/Point-of-sale, Promotional
 > flyers, 800#
 > Target Days:

Tuesday-Friday

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 > Please let me know what next steps are needed to
 complete above
 > order. If you need additional information, please let
 me know. Thanks.

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